	Page 1			
CONTINUOUS SMOKER TRACKING				
SMOKING BEHAVIOR SUMMARY				
AXIS NAME = BEHAVE				
(Report Title)				
Weight matrix 1				
Filter:				
	PB2PK1 KOOL			
and	ROL1293 FEB - 1993			
Scale factor 1.0000				
	BASE	WHITE	BLACK	SPN SPKG
	-----	-----	-----	--------
BASE=	200	142	48	11
KINGS	116	85	24	6
	58	59.9	50	54.5
100'S/120'S	83	57	23	5
	41.5	40.1	47.9	45.5
100's	79	56	21	5
	39.5	39.4	43.8	45.5
120's	4	1	2	-
	2	0.7	4.2	-
NON-FILTER	1	-	1	-
	0.5	-	2.1	-
MENTHOL	163	114	40	10
	81.5	80.3	83.3	90.9
NON-MENTHOL	37	28	8	1
	18.5	19.7	16.7	9.1
FULL FLAVOR	90	59	26	5
	45	41.5	54.2	45.5
FLAVOR LOW	88	65	18	3
	44	45.8	37.5	27.3
ULTRA LOW	17	14	3	1
	8.5	9.9	6.3	9.1
FULL-PRICE	99	58	33	7
	49.5	40.8	68.8	63.6
PRICE/VALUE	98	81	15	2
	49	57	31.3	18.2
CORK	98	63	29	8
	49	44.4	60.4	72.7

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WHITE	60	41	15	2
	30	28.9	31.3	18.2
SOFT PACK	166	115	42	9
	83	81	87.5	81.8
HARD BOX	34	27	6	2
	17	19	12.5	18.2
PACK BUYERS	74	41	26	5
	37	28.9	54.2	45.5
CARTON BUYEF	62	54	6	1
	31	38	12.5	9.1
BOTH WAYS	64	47	16	5
	32	33.1	33.3	45.5
	Page 2			
CONTINUOUS SMOKER TRACKING				
SMOKING BEHAVIOR SUMMARY				
AXIS NAME = BEHAVE				
(Report Title)				
Weight matrix 1				
Filter:				
	PB2PK1 KOOL			
and	ROL1293 FEB - 1993			
Scale factor 1.0000				
	BASE	WHITE	BLACK	SPN SPKG
	-----	-----	-----	--------
BASE=	200	142	48	11
LIGHT (1-19 CI	76	36	34	6
	38	25.4	70.8	54.5
MEDIUM (20 CI	33	28	3	2
	16.5	19.7	6.3	18.2
HEAVY (21-30	67	57	8	3
	33.5	40.1	16.7	27.3
VERY HEAVY (	22	20	2	-
	11	14.1	4.2	-
AVERAGE CIGS	21.8	24.7	14.4	16.4
SELF	170	115	46	8
	85	81	95.8	72.7
SOMEONE ELSE	13	13	-	1
	6.5	9.2	-	9.1

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SELF AND SOM	16	14	1	2
	8	9.9	2.1	18.2
SUPERMARKT/G	75	52	15	3
(NET)	37.5	36.6	31.3	27.3
CONVENIENCE	45	37	8	3
11)	22.5	26.1	16.7	27.3
DRUG STORE	10	4	5	-
	5	2.8	10.4	-
GAS STATION	35	27	7	3
STR)	17.5	19	14.6	27.3
ALL OTHER OU	34	21	13	2
	17	14.8	27.1	18.2
8%				

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